

## CLAIMS

1. A data processing method for managing an enterprise, comprising:
  - organizing business data into three components of value and two or more elements of value;
  - identifying value drivers for each of the two or more elements of value;
  - calculating a composite variable that summarizes the value drivers by element of value;
  - determining a contribution of each of two or more elements of value to a value of the enterprise with the composite variables; and
  - displaying the enterprise value and the contribution of the two or more elements of value.
2. A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 1.
3. A data processing system for managing an enterprise, comprising:
  - means for organizing business data into three components of value and two or more elements of value;
  - means for identifying value drivers for each of the two or more elements of value;
  - means for calculating a composite variable that summarizes the value drivers by element of value;
  - means for determining a contribution of each of two or more elements of value to a value of the enterprise with the composite variables; and
  - means for displaying the enterprise value and the contribution of the two or more elements of value.
4. A data classification scheme for organizing or classifying data relating to the value of an enterprise, the classification scheme comprising:
  - value drivers for each of two or more elements of value including at least one intangible element of value.
5. The classification scheme of claim 4 where the value drivers are item variables and item performance indicators
6. The data classification scheme of claim 4 wherein the intangible element of value is brand names, strategic partnerships, vendor relationships, employee relationships or customer relationships.
7. A business analysis method, comprising:
  - capturing data concerning the operation of an enterprise;
  - dividing at least a portion of the data into three components of value and two or more elements of value where at least one element of value is intangible,
  - identifying value drivers by element of value that are causal to changes in the components of value,
  - summarizing the value drivers into composite variables for each element of value; and
  - modeling the enterprise as a function of the different composite variables and components of value to provide a value for the elements of value.

8. A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 7.
9. The business analysis method of claim 7 wherein the intangible element of value is brand names, strategic partnerships, vendor relationships, employee relationships or customer relationships.
10. The business analysis method of claim 7 where the value drivers are identified using causal models.
11. The business analysis method of claim 7 where the value drivers are item variables and item performance indicators.
12. The business analysis method of claim 7 where in modeling the enterprise as a function of the different composite variables and components of value further comprises the use of predictive models to provide a value for the elements of value.
13. The business analysis method of claim 7 where in modeling the enterprise as a function of the different composite variables and components of value further comprises the use of the output from a tournament of predictive models to provide a value for the elements of value.
14. A business analysis system, comprising:
  - means for capturing data concerning the operation of an enterprise;
  - means for dividing at least a portion of the data into three components of value and two or more elements of value where at least one element of value is intangible;
  - means for identifying value drivers by element of value that are causal to changes in the components of value,
  - means for summarizing the value drivers into composite variables for each element of value; and
  - means for modeling the enterprise as a function of the different composite variables and components of value to provide a value for the elements of value.
15. The business analysis system of claim 14 wherein the means for modeling the enterprise to provide a value includes:
  - means for deriving one or more element of value weighting factors from the information each of two or more elements of value;
  - means for calculating the present value of the components of value; and
  - means for weighting the information concerning the two or more elements of value according to the element of value weighting factors, with the value equaling the sum of the product of the element of value factors and the present value of each of the components of value.
16. The business analysis system of claim 14 wherein the intangible element of value is brand names, strategic partnerships, vendor relationships, employee relationships or customer relationships.
17. The business analysis system of claim 14 where the value drivers are identified using causal models.

18. The business analysis system of claim 14 where the value drivers are item variables and item performance indicators.

19. The business analysis system of claim 14 where in modeling the enterprise as a function of the different composite variables and components of value further comprises the use of predictive models to provide a value for the elements of value.

20. The business analysis method of claim 14 where in modeling the enterprise as a function of the different composite variables and components of value further comprises the use of the output from a tournament of predictive models to provide a value for the elements of value.

21. A business analysis method, comprising:  
 capturing data concerning the operation of an enterprise;  
 dividing at least a portion of the data into three components of value and two or more elements of value where at least one element of value is intangible,  
 identifying value drivers by element of value that are causal to changes in the components of value,  
 modeling the enterprise as a function of the value drivers and components of value;  
 summarizing the value driver impacts by element of value to provide a value for each of the elements of value.

22. A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 21.

23. The business analysis method of claim 21 wherein the intangible element of value is brand names, strategic partnerships, vendor relationships, employee relationships or customer relationships.

24. The business analysis method of claim 21 where the value drivers are identified using causal models.

25. The business analysis method of claim 21 where the value drivers are item variables and item performance indicators.

26. The business analysis method of claim 21 where in modeling the enterprise as a function of the different value drivers and components of value further comprises the use of predictive models to provide a value for the value driver.

27. The business analysis method of claim 21 where in modeling the enterprise as a function of the different value drivers and components of value further comprises the use of the output from a tournament of predictive models to provide a value for the value drivers.

28. A business analysis system, comprising:  
 means for capturing data concerning the operation of an enterprise;  
 means for dividing at least a portion of the data into three components of value and two or more elements of value where at least one element of value is intangible;

means for modeling the enterprise as a function of the different composite variables and components of value to provide a value for the elements of value.

30. The business analysis system of claim 28 where the value drivers are identified using causal models.

31. The business analysis system of claim 28 where the value drivers are item variables and item performance indicators.

32. The business analysis system of claim 28 where in modeling the enterprise as a function of the different composite variables and components of value further comprises the use of predictive models to provide a value for the elements of value.

33. The business analysis method of claim 28 where in modeling the enterprise as a function of the different composite variables and components of value further comprises the use of the output from a tournament of predictive models to provide a value for the elements of value.

34. A business analysis method, comprising:

- capturing data concerning an enterprise;
- dividing at least a portion of the data into three components of value and two or more elements of value where at least one element of value is intangible and each element of value contains one or more items,
- identifying value drivers for each of the two or more elements of value;
- calculating a composite variable that summarizes the value drivers by element of value by item; and
- modeling the enterprise as a function of the different components of value and the items within the elements of value to provide a value for the elements of value.

35. A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 34.

36. The business analysis method of claim 34 wherein the intangible element of value is brand names, strategic partnerships, vendor relationships, employee relationships or customer relationships.

37. A business analysis system, comprising:  
means for capturing data concerning an enterprise;  
means for dividing at least a portion of the data into three components of value and two or more elements of value where at least one element of value is intangible and each element of value contains one or more items.

means for identifying value drivers for each of the two or more elements of value;  
means for calculating a composite variable that summarizes the value drivers by element of value by item; and  
means for modeling the enterprise as a function of the different components of value and the items within the elements of value to provide a value for the elements of value.

38. A financial measurement and reporting method, comprising:  
collecting and classifying enterprise data by component of value, element of value and growth option;  
determining a contribution of each element of value and growth option to a value of the enterprise; and  
displaying a business value and the contribution of each of the elements of value and growth option to a value of the enterprise.

39. A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 38.

40. The financial measurement and reporting method of claim 38 wherein the intangible element of value is brand names, strategic partnerships, vendor relationships, employee relationships or customer relationships.

41. A financial measurement and reporting system, comprising:  
means for collecting and classifying enterprise data by component of value, element of value and growth option;  
means for determining a contribution of each element of value and growth option to a value of the enterprise; and  
means displaying the enterprise value and the contribution of each element of value and growth option to a value of the enterprise.

**42. The system of claim 41 wherein the means for reporting comprises a paper document or an electronic display.**

43. A method of estimating a market value of an enterprise, comprising:  
calculating the value of the current operation of the enterprise;  
calculating the value of the growth options of the enterprise; and  
estimating the value of the enterprise by using the historical relationship between the  
value of the current operation and growth options and the market value of the  
enterprise.

44. The method of claim 43 wherein the relationship between the value of the current operation and growth options and the market value of the enterprise is determined using a regression analysis

45. The method of claim 43 wherein the value of the growth options are determined using a real option algorithm such as Black Scholes.

46. A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 43.

47. A system for estimating a market value of an enterprise, comprising:  
means for calculating the value of the current operation of the enterprise;  
means for calculating the value of the growth options of the enterprise; and  
means for estimating the value of the enterprise by using the historical relationship  
between the value of the current operation and growth options and the market value of  
the enterprise.
48. The system of claim 47 wherein the relationship between the value of the current  
operation and growth options and the market value of the enterprise is determined using  
a regression analysis
49. The system of claim 47 wherein the value of the growth options are determined using  
a real option algorithm such as Black Scholes.